



Spatial Strategy

GIS - An office with a view like no other

About

Do you actually need a spatial strategy?

Or...
are you already contributing but perhaps the line-of-sight to the organisation's holy grail is somewhat obscured?

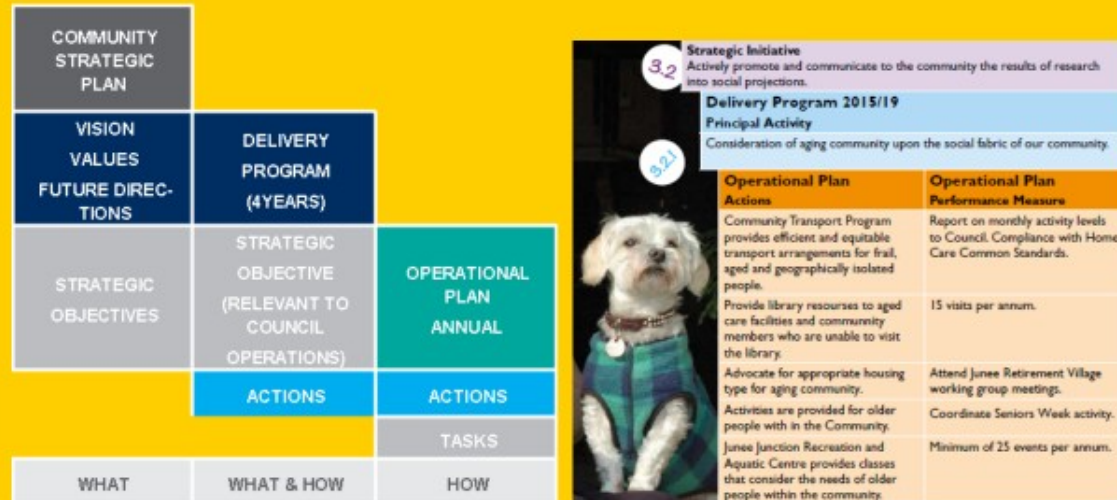
Strategy

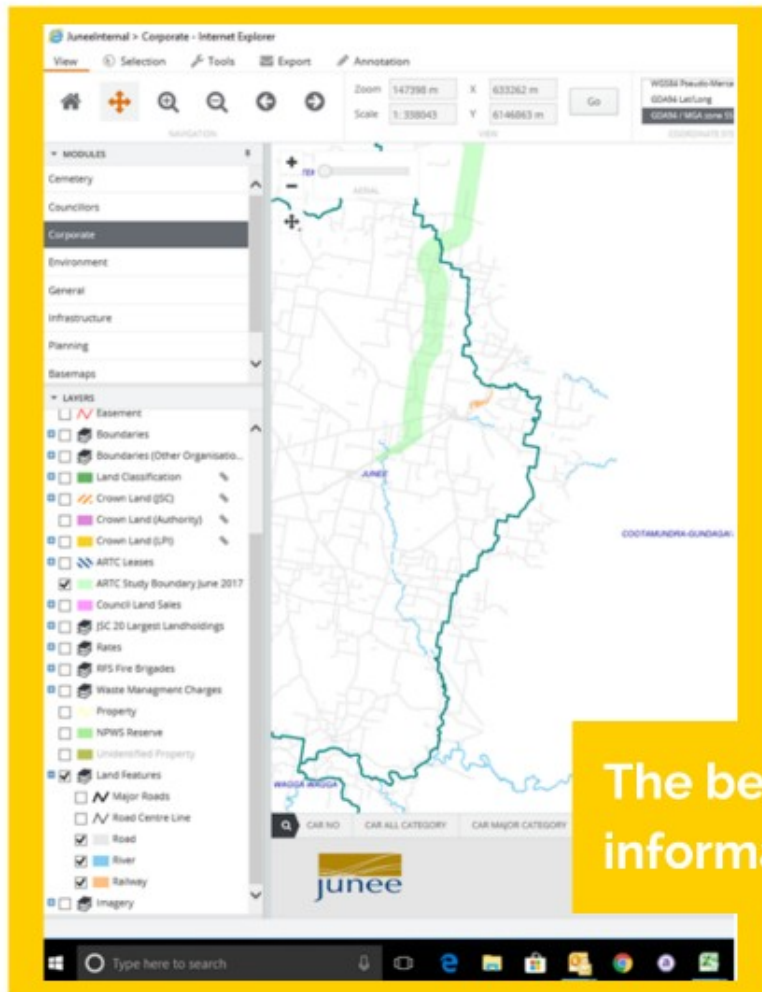
Adding
Value

Gaining
Traction

Strategy.

Feeling connected to one of these?

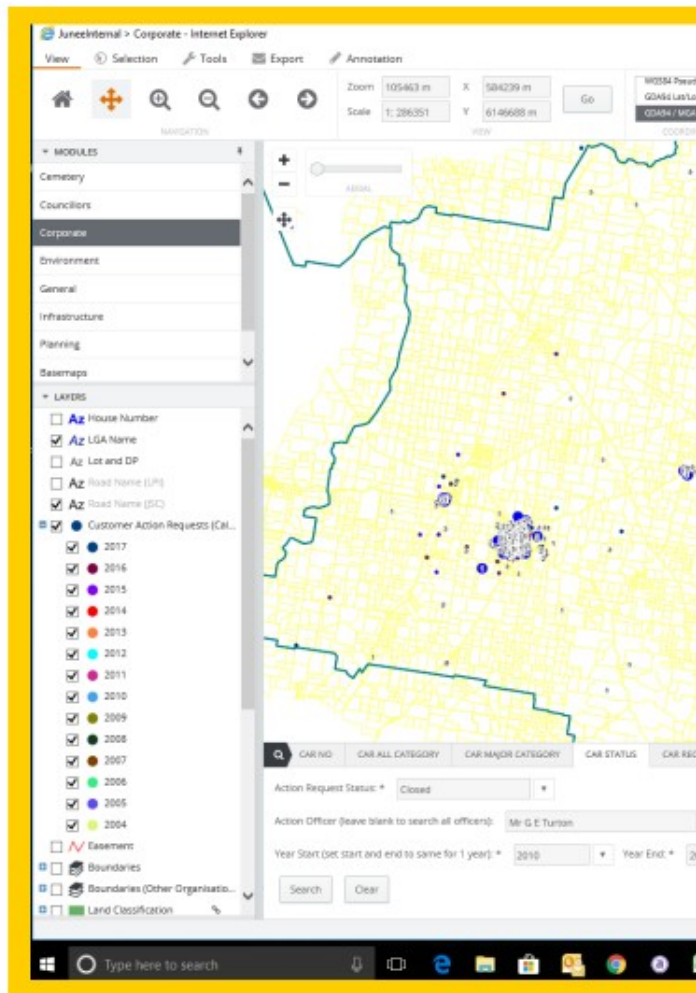




Operationally - What to look for

What are you doing already that is part of your normal day... that's important but people don't really see, or notice.

The beauty in spatial content is the discovery of information that's been hidden from view



So, don't wait for an invitation!

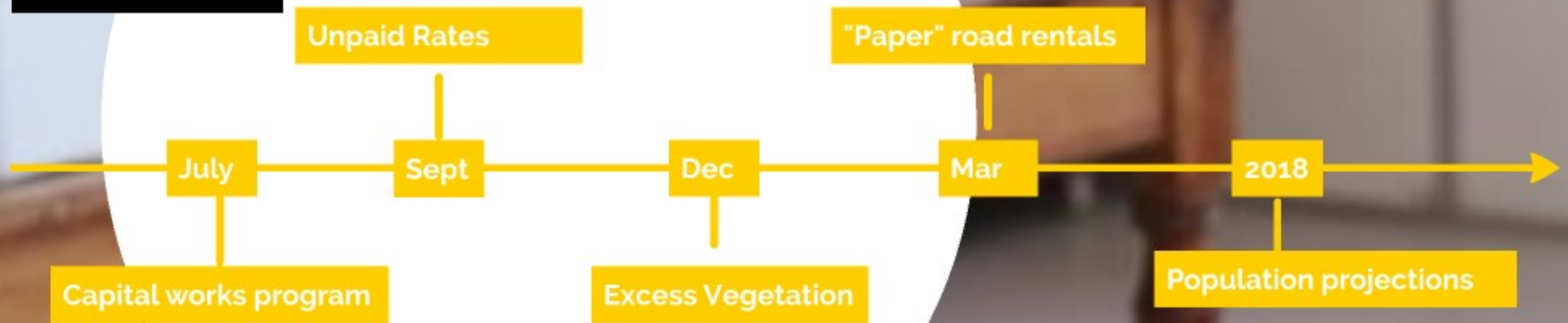
Identify a dataset that your organisation uses everyday

Reinterpret it spatially and engage with your audience - then leave it lying around

And please! Make it simple

Adding value

Organisational revenue, productivity or efficiencies



Gaining traction

"Here's something I thought you might be interested in"

"Pin a single issue Spatial map to staff notice boards"

"Accept any criticism or praise that comes your way"



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Key Projects

Project 1
Revenue

Project 2
Efficiency

Project 3
Productivity

Project Revenue

Unformed Roads Rental Agreements

Discovery

Unformed Council Administered Roads

- 96h Leased Revenue \$7k/yr
- 220h Not leased Revenue \$17k/yr

Unformed Crown Roads

- 2,200h Revenue potential \$159k/yr

Project - Efficiency

Excess vegetation inspections- Fire hazard

- 441 parcels identified and mapped
- Mail merge letters sent out
- 342 parcels or 78% improvement upon reinspection
- 99 parcels then received Notices of Intention
- 53 parcels improved upon reinspection. Final Orders issued
- Only 11 parcels left as non-compliance
- Only 2 % of original overgrown parcels remained

All progressively mapped
An integrated process!

Project Productivity

Cemeteries Online

Creating value for your community and work colleagues.

Web based Portal with public search functionality

No more Cemetery paper maps

Work colleagues get meaningful access to important information spatially

Community gets 24/7 access for family research



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Suggestions

- You have rating data - map unpaid rates, update it quarterly. Simpler version subset data down to one rating category and trial that.
- Bin Audit - pick a street on collection day, count number of the bins in the street then match that against kerb side collection charge in rating system. Highlight bins being collected that are being picked up for free, calculate the lost revenue
- Rural Tip key register, probably in a spreadsheet. Add assessment and ownership details and make a spatial map. Add a few more fields to your table deposit paid by whom and when
- Unconnected sewer charges. Select all assessments within 240m of the main that are not paying a sewerage charge. Number of assessments times relevant charge - lost revenue opportunity

Recap
An Office
with a view

A view from your office

1

Tactically, creating value will need to come from you to grow GIS capability in your organisation

2

You may not need a GIS strategy to add value to your organisation

3

Join the dots, look at your CSP identify an objective, task or action that you some have data on already, reinterpret it spatially. The CSP is the gateway reference point to impress the community or your boss.

4

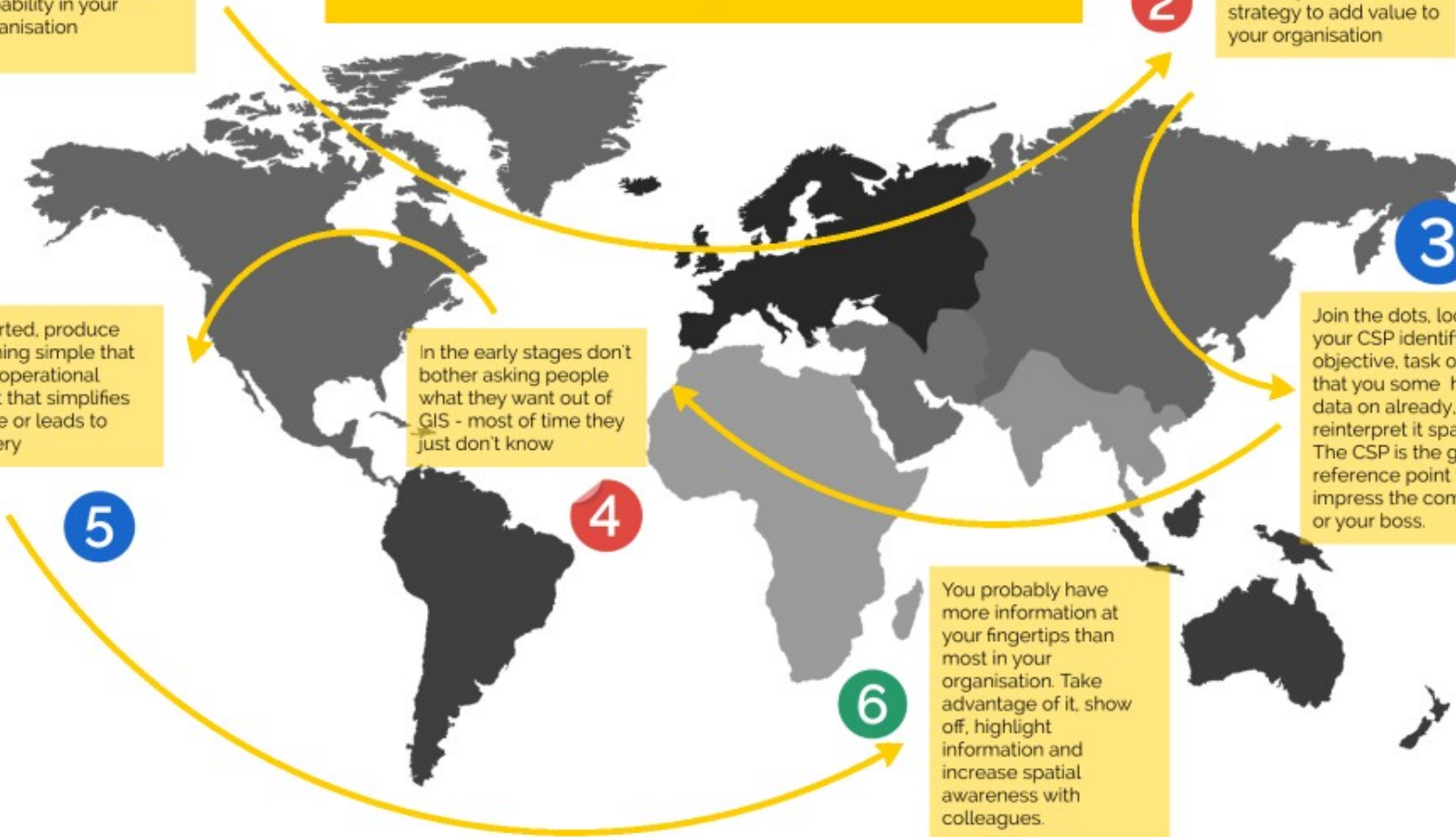
In the early stages don't bother asking people what they want out of GIS - most of time they just don't know

6

You probably have more information at your fingertips than most in your organisation. Take advantage of it, show off, highlight information and increase spatial awareness with colleagues.

5

Get started, produce something simple that has an operational context that simplifies an issue or leads to discovery








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